

## Application coaching

### WHY COACHING ON JOB SEARCH AND APPLICATION?

#### Process view

For you as a professional or manager, job search and application are probably the last two steps in a longer process of professional (re)orientation. As you can see in Figure 1, before you do this - whether explicitly or unconsciously - you will make a personal and professional assessment

in order to find out what you want to do professionally. And perhaps you will gain additional information about professions or positions that interest you with a market or job research. Unfortunately, many job seekers enter the labour market without having devoted enough time to the first two steps of the process. A slow job search with many rejections of applications finally forces them to deal with them.

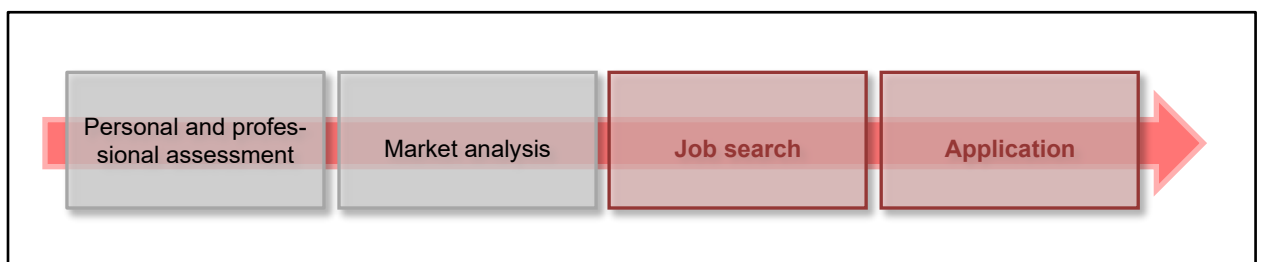


Figure 1: Entire process of professional (re) orientation

In application coaching, I offer you a structure in which you always know where you are in the process and where action is needed. This brings concentration and calm to your activities. You proceed in a focused manner, save time and protect yourself from unnecessary frustration.

#### Myth of the application

Are you sometimes a little confused by the many, sometimes contradictory, tips and tricks for applying for jobs? Then you are in good company. Unfortunately, even specialists who should know better are too influenced by trends and fashions. I observe time and again that applicants make the most serious mistakes when they follow tips, they don't see the point of. Therefore, you are already on the right track if you trust your common sense. And beyond that, I will give you the necessary input for your application success in the coaching.

It is often overlooked that the basic principles of application (or recruitment from the company's point of view) remain the same over time. Of course, the application channels change with technological developments; in addition, the requirements for applicants have risen sharply in recent years and their application documents must of course meet the current standards. But don't let questions about the form of your application documents distract you from the main aspect of the application: the content.

#### The model of investment sales

Application is sales - most people agree on that. Opinions differ on what constitutes a good sale. Often, sales strategies from product marketing are transferred uncritically to the application. I do not recommend this. A cheap and interchangeable product can be sold well through promotion, own product rating and emotionalisation.

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But you as an individual are a unique personality with certain experiences and abilities. This means that you are not simply interchangeable. And for companies, you are also an expensive investment with a great influence on the company's success, depending on the position. For this reason, the sales process is also different: recruiters and hiring managers in their role as investors are interested in facts, want to get to know you personally and form their own impression of you.

### Application as a work sample

Last but not least, your behaviour in the application process reveals a lot about yourself and how you work. Have you understood what companies are looking for and want to know about you in the application process? Do you behave actively and with initiative? Do you show yourself to be customer-oriented, as you would automatically do if you wanted to sell a product or service to a company? Communication skills, a structured approach, accuracy and quality awareness can also be read from your behaviour in the application.

### WHAT THE COACHING INVOLVES

#### Understanding the recruiters needs

In application coaching, I explain the recruitment process from the company's point of view so that you understand their needs. You will learn the most important application principles. This will help you to be successful in different application situations in the future. I will also explain the different search channels on the open and hidden job market and we will work out the optimal job search strategy for your specific situation. I will show you how to create meaningful application documents (CV and motivation letter) in which you become visible with your experience and knowledge. In doing so, we concentrate on the content and the facts, avoid self-assessment and refrain from the typical marketing or application jargon that makes applicants indistinguishable. In addition, depending on your profile, you will get to know additional application documents such as a track record, list of publications, project list, etc.

### Further offers for job search and application

The three-hour coaching offers a good basis. It will help you to find your way independently in most job application situations.

Building on this, I am happy to offer you coaching on the following topics:

- Job search with LinkedIn (inbound and outbound)
- Direct application/initiative application
- Support in the application process

### HOW WE PROCEED

#### Preliminary talk (by telephone or online)

In a 15-minute, non-binding and free preliminary talk, I will explain to you my approach to job search and application coaching and answer any questions you may have. If you decide to work with me, we will discuss your specific coaching concerns at the same time.

#### Preparation

You send me your complete application documents (CV, motivation letter, references) and ideally the advertisement of the job to which your documents refer.

I will send you a script on the subject of job applications with inputs for a better understanding of the entire application process. You will better understand my inputs in the session after reading it.

#### Session 1

In the first session we deal with your application documents. I will show you how to create a meaningful CV for a specific job and what is important in the motivation letter. If necessary, I will introduce you to additional application documents (track record, project list, list of publications, etc.). And we will look at how you can increase your application success through skilful use of the telephone. I will provide you with Word templates for your application documents.

#### Follow-up

Based on the inputs, you will optimise your CV and create a new motivation letter. Before the

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second session, you will send me your revised documents as Word documents.

### Session 2

We discuss your revised application documents, make adjustments on the spot and ensure proper formatting.

We then develop an optimal job search strategy for you using a mix of different search channels on the open and/or hidden job market.

### Knowledge transfer

During the counselling session, I impart as much knowledge as possible from my more than 20 years of experience in job search and application. In order for you to benefit optimally from this, I provide you with comprehensive written documents. These will help you to prepare for the sessions as well as for follow-up. And finally, you can refresh your acquired knowledge at any time later on.

## GENERAL CONDITIONS

### Consultation location

*In person*

Mühlebachstrasse 43 in Zurich

(5 minutes' walk from railway station Stadelhofen)

*Online*

Zoom, Skype or Teams

### Duration

3 hours, divided into 2 sessions of 90 minutes each

### Scope of services

- 15-minute preliminary meeting by phone or online
- 2 coaching sessions of 90 minutes each, in person or online
- Before the first session: hand in a comprehensive script generally about application for your preparation and attunement.
- After the first session: handing in of a detailed documentation on the application documents for reference as well as Word templates for CV, motivation letter, etc.
- After the second session: Hand in detailed documentation on the job search. In it you will find a presentation of the different application channels on the open and hidden job market as well as many helpful links.

## YOUR NEXT STEP

Arrange a non-binding and free 15-minute preliminary meeting on 076 223 97 88, by e-mail, WhatsApp or Threema.

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### ABOUT ME



«For more than 20 years I have been dealing with the subject of job applications; since 2008 as a career coach and outplacement consultant, before that for 11 years as a recruiter and headhunter.»

Peter Näf

Master of Arts University of Zurich  
Executive Master of HR Management

QR Business card



### Professional experience

- Since 2008 working as a self-employed career coach
- 11 years as a head hunter and partner with a personnel consulting company in Zurich; consulting and placement of professionals above all in the financial industry; handling direct search mandates for companies in the banking and insurance industry
- 4 years as an assistant to the management and head of administration with a portfolio management company
- 3 years as a partner of a company and shop for import and sale of Asian art and craft
- 1 year as an assistant in auditing

### Education

- Master of Arts University of Zurich (Economy) (1992)
- Coaching diploma, ias Institute for Applied Social Sciences, Bad Ragaz (2007)
- Executive Master of HR Management, University of Applied Sciences, Olten (2001)
- Further regular training

### Languages

- German
- English

### My company

#### COMMERCIAL REGISTER

PETER NÄF karrierecoaching is an individual company registered in the Commercial Register of the Canton Zurich.

(Company no.: CHE-114.254.808).

#### VALUE ADDED TAX

VAT no.: CHE-114.254.808 MWST

#### RETIREMENT INSURANCE (AHV)

SVA Sozialversicherungsanstalt Kanton Zürich

Account no.: FC0.983

(Confirmation of self-employment)

# PETER NÄF karrierecoaching

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## MAP

My office is situated at Mühlebachstrasse 43, 5 minutes walking distance from railway station Stadelhofen. The main entrance is located next to Café Mühlebach at the junction of Mühlebachstrasse and Kreuzstrasse. The entrance is open from 7am to 6pm. Please come up with the elevator to the 4th floor and ring the bell there. In case the entrance is already closed, please call me via your mobile phone and I will come and meet you.

Public transport	
Line	Stop
S-Bahn 3, 5, 6, 7, 9, 12, 15, 16 (3 min. travel time from main station))	Railway station Stadelhofen
Tram 2 + 4	Kreuzstrasse
Tram 11 (from main station) + 15	Kreuzplatz
Bus 31 (from main station)	Kreuzplatz
S18 (Forchbahn)	Kreuzplatz

Walking	
Starting point	Walking distance
Railway station Stadelhofen	5 minutes
Tram stop Kreuzstrasse (Tram 2 + 4)	3 minutes
Tram/Bus stop Kreuzplatz (Tram 11+15, Bus 31)	3 minutes

Car	
Car park	Walking distance
Neumünster Zollikerstrasse 1	4 minutes
Feldegg Riesbachstrasse 7	5 minutes
Utoquai Färberstrasse 6	6 minutes
Opéra Schillerstrasse 5	7 minutes
There are some public, fee-paying parking lots in front of the building and in the nearby area.	

